



roundrocktexas.gov/july4

2022

Round Rock
Sertoma
July 4th Parade

Event date: Monday, July 4th

SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION CONTACT 512-218-5540

EVENT FACTS

Event date: Monday, July 4th

The Round Rock Sertoma July 4th parade has become a signature event in Round Rock.

With 20,000 spectators made up of residents and visitors from Austin, Georgetown and beyond; the event boasts of hometown goodness.



Round Rock
Sertoma
July 4th Parade

DATE: Saturday, JULY 4, 2022

SCHEDULE

- 6:30 a.m. Parade staging begins
- 8:30 a.m. Parade begins
- 10:30 a.m. Parade ends (approximate time)

Location: Mays Street
Distance: 1.2 miles (approximately)

All Sponsorship payments must be made
by Monday, June 27, 2022.

ATTENDANCE

20,000

RED LEVEL

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\$250 - ONLY 5 AVAILABLE

- 10x10 promotional booth at the parade. Vendor provides a 10x10 canopy, table & 2 chairs
- Company logo with link to sponsor website on Round Rock Sertoma July 4th Parade webpage: www.roundrocktexas.gov/july4

WHITE LEVEL

\$500

RED LEVEL PLUS:

- Public address emcee mentions during the parade & 10x10 booth
- Sponsor featured in July 4th Parade social media campaign (53K reach)
- Logo placement on Mobile Events Unit screens on rotation throughout the parade near the main commentator section



BLUE LEVEL

\$1,000

RED & WHITE LEVEL PLUS:

- VIP seating at parade & logo on 3 Jumbo LED screens
- Logo on "Presented By" banner carried in the parade proceeding balloon of choice
- Logo featured in parade promotion email newsletter (53K reach)
- Logo featured on promotional print materials
- Logo featured in video promotion for media use
- Choice of sponsorship of one balloon (see options below cold air & helium)



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THANK YOU
FOR YOUR SUPPORT

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★ TEXAS
133-6407